

City and County of Broomfield, Colorado

CITY COUNCIL'S 2013 PRIORITIES UPDATE

A. Comprehensive Water Use Plan

Objective: Provide sufficient water supply for Broomfield in a predictable, financially and environmentally efficient and responsible manner.

Action Steps:

- Complete Windy Gap Reservoir EIS and continue to move project forward
- Acquire water rights as called for in Comprehensive Water Plan
- > Anticipate and take necessary steps to preserve adequate water supply through drought

B. Economic Development Strategic Plan

Objective: Strengthen Broomfield's financial position and increase job opportunities by updating and implementing the Economic Development Strategic Plan which includes supporting and retaining existing businesses, supporting the start-up of new businesses including unique retail and dining establishments, and encouraging the relocation of businesses to Broomfield.

Action Steps:

- > Update Economic Development Strategic Plan
- Execute business retention program
- > Revise and discuss with City Council metrics to assess Economic Development success
- > Work with local business persons, property owners, developers and brokers to provide unique retail and dining experiences
 - o Provide an update to City Council on Civic Center plan
 - o Identify key locations, i.e. Civic Center, Original Broomfield for these businesses
 - o Identify and address, to the extent possible, impediments to the success of these businesses
 - Identify opportunities for City and County participation to realize success
- > Support and encourage business growth, creation and attraction
- Increase retail sales in Broomfield
- Identify and implement strategies to improve and enhance key retail districts
- Conduct retail gap analysis on SH 7 corridor
- > Continue to support THINK Broomfield program
- > Increase manufacturing and industrial jobs in Broomfield
- > Identify and remove, as feasible, impediments to manufacturing and industrial businesses in Broomfield including any missing, undersized or outdated infrastructure
- outdated infrastructure

 Work with the Chamber, other business interests and the development community to identify and reduce local government burdens on businesses including: ordinances, processes, practices and policies
- Review and, as appropriate, adopt best practices in economic development
 Continue to support the Business Resource Center and business technical assistance program through the Chamber and Front Range Community College Small Business Development Center
- Accomplish successful re-use of Target and K-Mart properties
- Facilitate and advance successful redevelopment of Flatiron Marketplace property
- Work with ownership in Flatiron Crossing area to encourage redevelopment
- > Use Asset Protection Fund, as appropriate, to invest in business retention, expansion and attraction

C. Financial Management

Objective: Position Broomfield in the optimum financial position, short, medium and long term.

Action Steps:

- > Review BURA plan with City Council to address 1STBANK Center debt
- Update Long Range Financial Plan
- Analyze and review use tax opportunities and potential ballot question for use tax modifications
- > Review and adjust fees charged for services to establish appropriate rates and resident/non-resident ratios
- Review and determine use of ending fund balances, especially regarding facility improvement program
- Implement facility improvement program
 - Review and adjust annually, forecasted timeline for improvements under pay as you go approach
 - o If/when appropriate, review additional revenue opportunities for community amenities

D. Student Engagement

Objective: Increase participation in, and contribution to, Broomfield City and County government by students from public and private Broomfield schools in all school districts.

Action Steps:

- > Develop opportunities for students, elected officials and staff to interact and share information
- > Investigate and provide opportunities for students to volunteer with the City and County of Broomfield
- > Increase student participation on Boards and Commissions

E. Transportation Project Advancement

Objective: Improve transportation infrastructure to address congestion, safety and convenience. and increase transportation choices for Broomfield residents and businesses.

Action Steps:

- Prepare phasing and financing plan to design and construct West 144th Avenue improvements from Zuni Street to US 287 as first priority upon completion of Lowell Boulevard projects and West 120th Avenue Connection
- Complete design and construction for Phase 2 of West 120th Avenue Connection
- Support US 36 Managed Lane project
- Work with CDOT and neighboring communities on I-25 Planned Environmental Linkage Study (PEL) and proposed improvements
- > Participate in RTD North Area Mobility Study (NAMS) for the Northwest Metropolitan area including US 36 and Northwest Rail
- > Complete plan for final phases of Wadsworth Parkway/US 36 interchange improvements
- Work with Northwest Parkway LLC on completion of Northwest Parkway to SH 128
- > Continue participation in the Jefferson Parkway Public Highway Authority
- Coordinate plans for the Jefferson Parkway with the Northwest Parkway Public Highway Authority
- > Continue to monitor internal traffic flow in Broomfield and identify and propose additional improvements to improve safety and traffic flow
- ➤ Begin improvements to Lowell Boulevard, from Midway Boulevard to West 120th Avenue, in 2012, complete by late 2013
- Begin improvements to Lowell Boulevard, from West 136th Avenue to Midway Boulevard, in 2014, complete in 2015
- Participate in statewide discussion on transportation funding